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Great web sites aren't created overnight. They require thought, preparation, and a great web designer.

When you begin to prepare for your web site, keep in mind that most people will come to your site for information. For this reason, it is critical that you provide interesting and well thought out content. Visitors to your web site will be more inclined to do business with you, if you have provided them with the information they came for.

To assist you with your web site preparation, we have come up with some thoughts for you to consider:

- 1 ✓ Spend a little time "surfing" the web and see what your competition is doing.
- 2 ✓ While you are on the web, make notes of what you do and do not like.
- 3 ✓ Bookmark sites that have styles that are similar to your tastes.
- 4 ✓ Bookmark any web sites that may have related information. You may want to have a page on your site that has a list of links to other interesting/relevant web sites. This is a great way to get people to bookmark your site and return at a later time.

Now that you've put some thought into your web site, it's time to get started with the collecting of the information you will need. Every web site is different, and so is the information you will need to gather. While you are gathering your web site information, put yourself in the shoes of the audience you are trying to reach. Ask yourself..."What type of information will my audience be looking for?"

The following outlines some general items that may apply to you:

- 1 ✓ Information about you and/or your company/organization (a brief history, philosophy).
- 2 ✓ If you are selling yourself as the provider of a service, visitors to your site will want to know about your experience in your field. You may want to put together a list of your accomplishments, experiences, sales track record, etc.
- 3 ✓ A copy of your company/organization logo (if you have one). Your Web Designer can scan any logos or photos for you.
- 4 ✓ If you are selling yourself as the provider of a service, you should provide a current photograph.
- 5 ✓ Information, prices, and pictures / photos of your product(s).
- 6 ✓ Information regarding the types of services that you offer.

7 A must to include is: Do you offer services that are unique, different or better than your competition has to offer? If so, what are they and how will they benefit your viewer?

8 Gather together any personal and/or company/organization print media including news releases and product/service brochures.

To think of other information you may need to gather, ask yourself... "What questions do my customers most frequently ask me?" This is the type of information that will be of interest to your viewers and should be on your web site.

Secure your domain name

There are many places on the internet that sell domain names. I often use <http://www.godaddy.com>. I suggest that you purchase more than one year. Google assumes it is a spam site if the domain is only purchased for one year and does not list it. It is best to purchase your own domain name for your own security.

Web Site Hosting We will help you set up a hosting site, working to get you the best rates.

All Web Sites Include The Following At No Additional Charge:

Search engine / directory submission	Submission of your main index page to 20 top indexes. (Please note: sites which require payment for guaranteed review or submission are not included. Also, minimum 8 page web site required for complimentary submissions package.)
email account	with your website name, virtual (sent to your existing account) or webmail.
Meta tags	Meta tag keywords/description development and insertion on main index page.
Html code validation	All html code is validated (check for errors) to ensure quality.
Uploading	Uploading of your web site to your server.
Revisions	Minor revisions after your 1st and final (2nd) review of your completed web site - not to exceed 1 hour. (Major revisions or revisions in excess of allotted amount will be billed accordingly)
Support	Assistance with your web site design questions during and after the completion of your project via email. And phone. Adding images sent by email is at not charge, unless if is a large amount at one time.

Custom Web Site Design Fees Are As Follows:

Design / Setup	Includes the creation of the design / design theme, custom graphics necessary to support theme and design layout. Note: Estimate for this item is approximate and subject to the review of your materials. The complexity of your web site design project will determine the actual design / setup charge. In addition, this amount does <u>not</u> include the creation of a logo.	\$300.00
Index page	This is the first page people see when they come to your site. Includes html coding and custom meta tag development. Each page should be not larger than a typical 8.5 x 11 sheet. Viewers do not like to scroll. SPECIAL: THIS IS CURRENTLY INCLUDED IN THE SETUP FEE and 2 more pages	
Secondary pages	Pages that will be linked off of your front (main index) page and/or subsequent pages. Includes html coding and layout. This would include resume page, links page etc.	\$30.00

Options

On-line contact form	CGI contact form for visitor to fill out and send to you. Form information will be sent to you in the form of an email. (20 fields or less – \$5 for every field over 20) using your email address is free. Your email can have your website name in it.	\$50.00 each
Photo / graphic scanning	Includes minor enhancement/touch-up and optimization. Extensive enhancement and/or touch-up billed at \$35.00 per hour	\$2.50 per scan
Frames Package #1	Main navigation frame, header/footer frame(s), etc. remain the same through entire site - main content page changes only.	included
Frames Package #2	Main navigation changes in relation to page you are on - 4 page minimum (allows those search engines that automatically index secondary pages to index main sections of your web site).	\$35.00 per hour
Note:	We do <u>not</u> create shopping carts or credit card processing for web sites.	
All other services		Contact for quote

Pricing Notes...

Text Pages

A page of text is defined as no more than one 8-1/2 X 11 sheet of paper, 12 pt size font, single-spaced, with 1-1/2 inch margins at top, bottom and sides.

Web Site Content Authoring

Your Web Designer does not write or re-write content. Your content must be supplied to us written the way that you would like it to appear on your web site and sent by email to the studio.

Web Site Content

Our fees are based on you providing your content to us in electronic format. Written materials may be provided to us in the body of an email, Microsoft Word, WordPad or Notepad format only.

If you provide your content in the form of existing manuscripts, brochures, literature, etc. and you wish to have us process the information, additional fees shall be incurred. Please note that we will not re-write and/or edit your existing materials/information. Your editing, etc. must be done prior to your submission of your materials. Additional fees shall apply if we must convert printed materials into electronic format.

Links Page

Links pages (a page that has a list of links to other sites) are considered a "secondary page" and are billed as such. This is based on you providing the links that you wish to have on the page. If you would like to have us collect and provide the links to put on your page, please let us know and we will give you a special price quote for this service.

General Pricing

Prices quoted on our "Design Prices" page represent our basic price outline and are subject to our review of your materials. Prices listed on this web site are subject to change without notice. In addition, fees/prices listed herein may vary in accordance with the complexity or other variables required to achieve your desired results.

Deposit: A deposit of 1/2 of the quoted price (payable in US funds) is required to begin all design projects.

Thank you for considering Burke Studio as your website designer!!